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Earlidawn earliest of all

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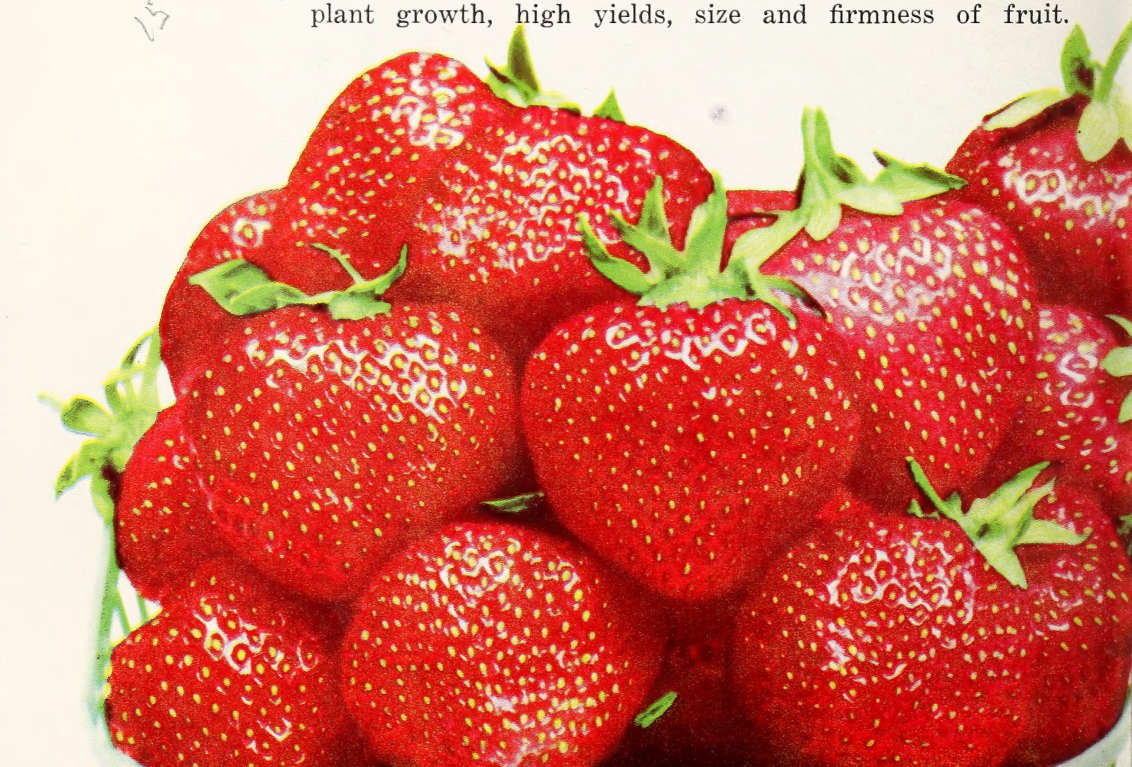
Allen's 1959 Book of Berries

Maryland

Catskill
KING
of the
MIDSEASON
KINDS

Jerseybelle— They bring the money!!

Surecrop Triple resistance to Red Stele — Blends profitably strong plant growth, high yields, size and firmness of fruit.



THE PLANT SITUATION — 1959

The Dominating Factor in the strawberry plant situation is the continued excellent performance of plants grown from virus free sources. They have been attracting attention because of the vigor of the plants themselves as well as the size and quality of the berry crop produced. Growers who had almost given up hope of 8,000 - 10,000 - 12,000 quarts per acre or more are finding that the same varieties with virus free stock are doing just as well as they ever did under the same conditions. Records are being made with these plants.

Supplies: In spite of periods of hot, dry weather during the summer, weather was generally favorable and supplies of most varieties are thought to be adequate. Fall weather has been favorable so plants are making a nice late growth to develop new roots and make strong vigorous plants. It is always well to order plants early but the situation this year looks good for growers to obtain the kinds they want in the quantity they need.

Special Variety Comments: All the standard varieties, particularly those with virus free stock, are giving a good account of themselves in the locations and under the conditions where they have done well in the past. However, some special comments are in order.

1. Much enthusiasm has been created by Earlidawn—the earliest of all good varieties—and planting will probably be extensive on that variety this year as far as plants are available.

2. Some tests of Surecrop are indicated as wise for nearly all strawberry growers. It is a fine variety which has been one of the leaders in wide-spread tests this year. With Surecrop's triple resistance to red stele this may be the variety that would keep many growers in a profitable strawberry business, even though they have now or later should discover red stele in their soils.

Registered Plants: All the varieties we are offering are grown from virus free stocks except seven minor kinds. Growers of virus free plants in states where competent inspection services are available are entitled to label their stock "Registered," if they meet certain strict requirements as to soil fumigation, foundation stocks, isolation, dusting, etc. All of our virus free varieties have met these requirements and will be labeled and sold as registered plants. We hope that W. F. Allen Co. will receive your orders for plants this year, but in any event we strongly recommend that you buy your planting stock from a grower who meets the requirements for registered plants. Such stock will pay you.

ALLEN'S PLANTS, Standard of the Industry for 74 Years, are still your Best Buy for Big Crops of Better Berries.

PICKING THE WINNERS

A Bird's eye View of the Best

Early

PREMIER The safe early strawberry. Popular. Frost Proof. Has never missed a crop. Very productive in all northern states. After 44 years still widely planted in the north. Catskill, Sparkle, Empire and Robinson now compete strongly.

FAIRFAX The top quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, north and middle south. Where quality tells Fairfax sells!

EARLIDAWN Earliest of all. May replace Premier in many northern sections. Berries attractive, light in color and firm enough to ship. Plants hardy and very productive. **BLAKEMORE.** Still the great southern and middle states berry. **DIXIELAND.** Berries larger than Blakemore-equal for shipping or processing.

MIDLAND Plants from virus free stocks are now available, and they grow! For vigor, size, quality, productiveness it is close to the best. Very Early.

Midseason

CATSKILL The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe.

EMPIRE A new one from New York, making a fine record in Premier territory. Empire excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

POCAHONTAS Strongest grower on our list—healthy too. Berries light, large, firm, tart, attractive and oh so many! In three years Pocahontas popularity has zoomed in the north as well as the middle states.

Late

TENNESSEE BEAUTY Usually our most profitable commercial berry. Our favorite of all recent introductions. Excellent for home garden, super-duper for freezing. Adapted middle south to middle north. Our record here: 12,700 quarts per acre.

ROBINSON Berries very large, light, attractive. They bring top prices. Becoming very popular in the northern and upper middle states. Plants easy to grow, very productive, profitable. **JERSEYBELLE.** An extra fancy, large, beautiful berry grown for years as 7A. Very popular in New Jersey.

SPARKLE Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

Very Late

REDSTAR The latest real good berry and the best real late berry. Fancy berries at high prices ten days after others have finished.

Everbearing

SUPERFECTION World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

ALLEN'S WINNING PLANTS

Standard of the Industry for 74 Years

REGISTERED

Greater advances have been made in the improvement of strawberry planting stock in the last nine years than in the previous fifty years. Allen's plants have kept pace with these advances. The improvement program now includes ten points, nine of them new in the last ten years.

1. The use of planting stocks from **virus free sources.**

2. Twelve to fourteen dustings to kill the aphis which is the carrier of virus organisms. Virus free stock must be kept virus free.

3. The isolation of this stock from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.

4. Provide a screen house from which constantly a basic stock of indexed virus free plants may come.

5. Soil Fumigation. Our 1958 stocks have been grown in soil fumigated twice at full strength each time. Nemagon is the material used, as that has been the most effective fumigant found to date for nematode control. It is costly—but well worthwhile for users of strawberry plants.

6. The use of abundant plant food. We use about 1500 pounds per acre to keep them growing at their best.

7. A minor element mixture is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.

8. Chlorodane is added to the fertilizer to kill ants, cutworms, grubworms, etc. which might kill or weaken the plants.

9. Constant inspection to make sure that planting stock is free from red stele and that the soil in which they are to be planted is also clean.

10. In addition to the above, with ALLEN'S PLANTS you get the benefit of our Specialization and Experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 74 years. Something of what this means is reflected in the letter of Mr. Roy H. Swainhart of Wayne Co., Ohio, dated April 25, 1958: "The 200 Earlidawn we were glad to receive and are enclosing $7.00 check to cover. Thought you might be interested in knowing (as of course you do) that at least with some of us customers your "counters" are a valuable part of your sales force. The quality and condition of your berry plants are always good. We have been buying several thousand plants for the last seven years. Some of these I drop myself and it just comes naturally to me to count a bundle when I drop them. I do not think I have ever opened a "short" bundle. They average 26 or 27. This is not very important perhaps, but when we compare this to some nurseries which consistently put 22, 23 or as low as 19 in a bundle which should contain 25 the purchaser cannot help but appreciate your count. Generally the quality of the product is in keeping with the count."

For best results from your own efforts in growing berries we hope you will use planting stock grown under the preceding rigid schedule. USE ALLEN'S WINNING PLANTS. THEY ARE REGISTERED.

You as a berry grower cannot afford to do all of the above but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from the above program.

ALLEN'S REGISTERED PLANTS WILL PAY YOU!

FAMILY BERRY GARDENS

Name Them One by One

THE BLESSINGS THAT COME FROM A FINE FAMILY BERRY GARDEN

1. Family health through the exercise and free air incident to planting, growing and picking.
2. Family health through plenty of berries for table use, strawberries being one of the highest of all foods in Vitamin C.
3. A taste treat—Nothing tickles the palate of more people than luscious, delicious strawberries dewey fresh from the vines.
4. A budget help. Why spend money for lesser desserts when strawberries in profusion are so easy to have?
5. Friendliness—Sharing promotes friendship. A quart or so of delectable ripe strawberries is a gift suitable for your closest friends and neighbors or for your most distinguished guest.
6. Usefulness—In addition to serving as fresh fruit strawberries are tops for shortcake, canning, preserving, fruit juices, etc.
7. Year round enjoyment through quick freezing when these beauties are at their best.

A FAMILY BERRY GARDEN brings a plentiful supply of one of the finest luxury foods within the reach of all. Why not try one of the Collections offered on pages 28 and 29?

Frozen Berries Enjoyed

Tolland Co., Conn., April 15, 1958. "I froze about 20 quarts of berries that came from your plants last summer. We never enjoyed frozen berries as much as we did the Sparkle. The flavor is just as good in frozen berries as the fresh ones—only the Sparkle I mean." VICTOR M. DECARLI.

Money and Friends

Mercer Co., N. J., Jan. 3, 1958. "Now that I have time to write you please include me with your thousands of customers. Fairfax and Tennessee Beauty were real good to me. Not only did I make money but lots of friends and I don't believe I'll ever forget this experience. I am strictly for Allen's plants." LOUIS F. BECKETT.

Wonderful Crop

Botetourt Co., Va., March 19, 1958. "In 1956 I ordered from you 250 Dixieland, 250 Catskill and 25 Fairfax berry plants. They were kept clean and worked well. Fruiting time came in 1957. I kept strict count of berries picked and I counted 1304 quarts from this patch. The Dixieland were wonderful and I believe they accounted for 60% of the crop. The Fairfax were excellent in quality. The Catskill were fine berries of good size." G. C. BEEMER.

Can You Top This?

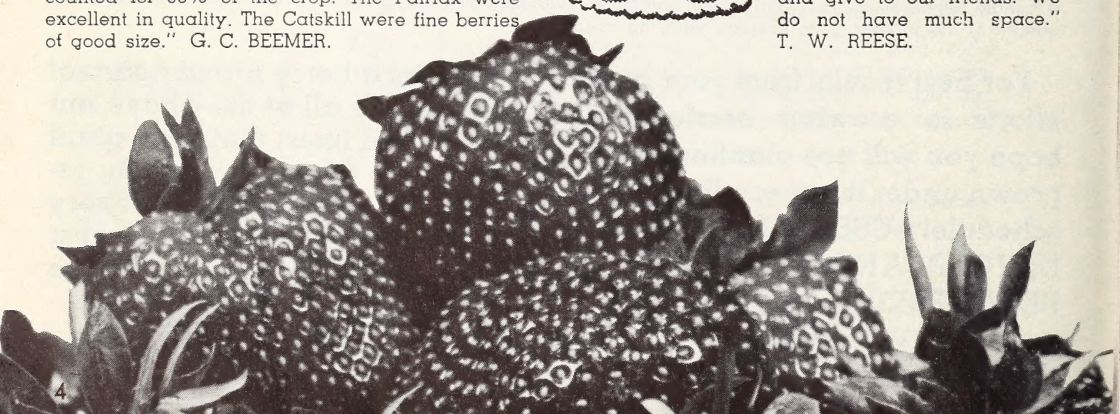
Cayuga Co., N. Y., Aug. 18, 1958. "I just came from the berry patch. Got a small dish of Pocahontas ripe berries. Should the rains continue I may have a few more quarts. Got 50c to 60c per quart for all. I had 16 berries that weighed 1½ lbs. Two of my neighbors saw them weighed. Can you top that? The people I sold to said they never saw such large berries. A good many of them were in their 60's and 70's so I guess they must have been good. The Pocahontas is the choice of the bunch here. Some of the ladies asked me how I polished them for they really looked as though I had polished them." NEWELL PARROW.

65 Plants—30 Gallons—First Crop

Haywood Co., N. C., June 25, 1958. "The plants I ordered sure are doing fine. From about 65 plants I have picked over 30 gallons of berries. Sure satisfied with my crop as it is my first crop." MRS. LILLIE WATSON.

Plenty For Filling, Freezing & Friends

Allegheny Co., Pa., March 31, 1958. "Two years ago we planted 200 of your plants. For the first time in our lives we had our fill of strawberries. Also plenty to freeze and give to our friends. We do not have much space." T. W. REESE.



FAMILY PROFIT PLOTS

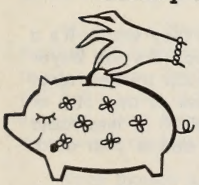
Housewives for generations have been interested in **Extra Money** in addition to their regular household funds. It may be for a church group, a community project, a special piece of furniture, a family vacation, to start the boy's college fund or the daughter's trousseau, or any one or more dozens of other worthy projects.

On small farms or even town and city lots where a little extra space of good land is available, a small planting of strawberries is one of the quickest and best ways to start earning this extra money. Why are strawberries so outstanding for this purpose? Here's why:

1. A fairly large return can be expected from a small space.
2. Previous experience is not necessary. Beginners can and do every year grow nice crops of luscious strawberries successfully.
3. The work is light and healthy—suitable for young folks just starting or old folks who still want to be useful.
4. A part-time job can be rounded out to help make a full-time income.
5. Strawberries are easy to sell. Their beauty, delightful flavor and usefulness appeal to all.
6. Extra money plots may well be oversize family gardens where all the blessings named on the previous page can be counted as dividends in addition to the actual cash to be expected.

St. Clair Co., Ill., Feb. 7, 1958. "Last year I sold $80.00 worth of berries from two rows 150 feet long. Also put 40 qts. in the freezer and ate all we wanted during the season. Then toward the end of the season when the berries got small the wife made 24 pints of preserves." LOUIS PAYER, JR.

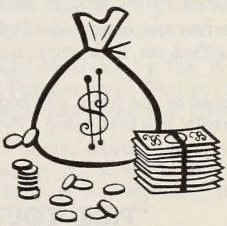
Money For Granddaughter



Jefferson Co., Ky., June 26, 1958. "I will want 500 more Pocahontas for my next order. I had wonderful luck with my last plants. I gave my whole strawberry patch to my little granddaughter. She took in $12.00 to $17.00 a day out of the patch. I had the best luck any man could have with all my plants; never lost a plant in planting." CHAS. SKIDMORE.

Good Speed and Good Price Means Profit

Carroll Co., Md., July 7, 1958. "I bought from you in the spring of 1957 1,200 strawberry plants of six different varieties. They were the finest plants that money could buy anywhere —True to Name—and I had one of the largest crops of berries anyone could raise on that space of ground. I picked 1500 quarts or better; retailed at an average of 45c per quart; many times only 15 berries to the quart." ROBERT J. HUNTER.



Sold Fast

Warrick Co., Indiana, June 21, 1958. "Last year we bought 500 Tenn. Beauty and 100 Pocahontas plants from you. This year we picked 1040 quarts of fine berries from them. The Pocahontas were the largest berries we have ever seen. We sold the berries as fast as we could pick them and could have sold many more." FRED C. BAKER.

750 Quarts Prime Berries From 450 Plants

Orange Co., N. Y., Feb. 5, 1958. "Enclosed please find my order for 1,000 plants. I must let you know how well satisfied we were with the plants we ordered from you two years ago. We planted 450 plants and the first season we harvested over 700 quarts of prime berries. We gave 50 plants to a friend and he also had a grand yield." THEODORE M. BURNETT.

Real Profit

Crawford Co., Pa., Apr. 3, 1958. "We bought 100 Premier in 1955 and had very good success with them. Besides our own use we sold in two years $100.00 worth." S H ROUECHE.

THE PROFIT PICTURE

in growing strawberries.

RECEIPTS	$2360.48
EXPENSES	1138.65
PROFIT	$1121.83

Almost always "Real Nice" strawberries will sell for a good profit whether in wholesale, retail or special markets. Sometimes small, over-ripe or unattractive berries will cross the profit line quite frequently they fail to do so. It behooves every strawberry grower, therefore, to do his best to produce "Real Nice" berries regardless of acreage grown or kind of market.

The following suggestions are made to help in keeping both the berries and the profit "Real Nice."

1. You expect a big return per acre, so select some of your best land for setting.
2. Study varieties and choose fancy high yielding kinds suited to your locality and market outlet.
3. Use the best planting stocks. To do this plants from virus free sources are mandatory.
4. If help at picking time is likely to be limited, choose varieties from very early to very late to cover a long season and thus make the most of the help available.
5. Good care is necessary—preparation of soil, early setting, blossom removal, hoeing, cultivation, fertilizing if necessary, mulching, etc.
6. Grow only what you can handle properly. Just because you may make $500.00 to $1,000.00 profit from one acre it doesn't necessarily follow that 10 acres will yield a profit of $5,000.00 to $10,000.00.
7. At harvest time don't let berries get over-ripe. Pick most varieties at least every second day. Clean, bright, high priced berries handled on time may become dull, unattractive low priced berries two or three days later.
8. Possible markets include sales at the field, roadside markets, hotels, restaurants, retail stores, auction blocks and shipments to wholesale markets—and "Pick your own." The trend toward "pick your own" deserves special mention.

"PICK YOUR OWN."

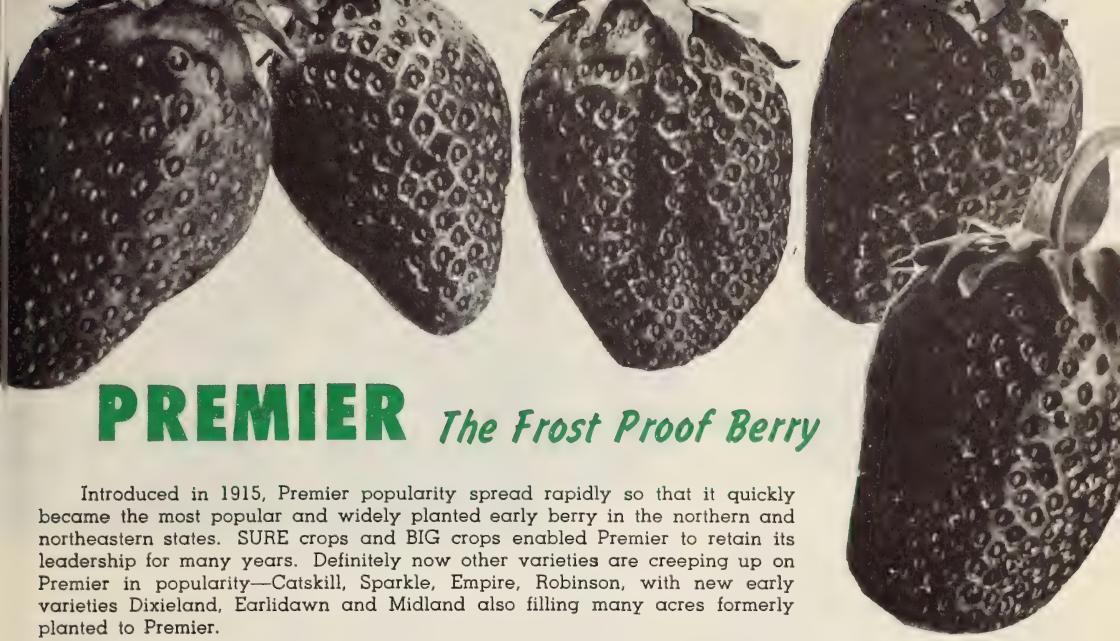
This means, of course, where the buyers come to the field, pick and pay for the berries they want. It's a good deal. For the grower it means more help and more markets in harvesting his crop. For the buyer it means an outing with fresh air, exercise and sometimes sore muscles as well as much fresher, nicer and cheaper berries than they could buy at their food store. Areas within a few miles of any city or town of 5,000 or more population form an ideal setting for this type of business. A $5.00 or less radio spot or newspaper ad will generally bring plenty of customer pickers the first year and a post card, giving the date, to this year's customers will bring them back year after year.

Distinguished examples of successful "Pick your own" operations include Dr. George M. Darrow and his family at Glen Dale, Md., about 5 miles outside of Washington, D. C. They successfully and profitably harvested the crop from seven acres of strawberries in 1958. On several days they had over 200 picker-customers and on one day an amazing 900 people came. Dr. Darrow, now retired, was formerly with the U.S.D.A. He is the Dean of all strawberry research men in this country. Among many other accomplishments he is the originator of many of today's leading strawberry varieties.

Mr. Thayer P. Jones of New Haven, Conn. is another outstanding "Pick your own" grower. His berries are so nice and the plan so popular that you can pick berries for him only "by appointment." He told us that his customer-pickers picked and paid him for $1100.00 worth of Midland berries from 6,000 Midland plants set at **just the first picking.**

At Hebron, Md., about 5 miles from Salisbury (17,000 Population) Mr. H. Milton Hearne is a truck farmer who frequently has two or three acres of strawberries. For the last two years his crop has been harvested completely and profitably by customer-pickers—right here near the heart of a strawberry growing community.

PICK-YOUR-OWN is worth considering to enlarge the PROFIT PICTURE.



PREMIER *The Frost Proof Berry*

Introduced in 1915, Premier popularity spread rapidly so that it quickly became the most popular and widely planted early berry in the northern and northeastern states. SURE crops and BIG crops enabled Premier to retain its leadership for many years. Definitely now other varieties are creeping up on Premier in popularity—Catskill, Sparkle, Empire, Robinson, with new early varieties Dixieland, Earlidawn and Midland also filling many acres formerly planted to Premier.

The best territory for Premier extends from the high altitudes in Tennessee and North Carolina all the way to Canada. However, it is admitted that Premier berries grown in the southern and middle states are not generally as desirable as those grown farther north.

Premier berries are very attractive in appearance and are popular in most northern markets. While not the best looking nor the highest priced, Pemier berries sell well and the volume assures a profit. Premier quality is good, not as high as Fairfax, Empire and Sparkle but better than Robinson and Blakemore.

No variety has healthier foliage than Premier, even though for years before the advent of virus free stocks northern growers were having trouble getting a good fruiting row of regular Premier.

In the past Premier berries have been favorably received by the processors in Premier territory. However, this has been mostly with the old regular Premier fruit. Berries from the virus free stocks find much less favor with the processors and some of them refuse virus free Premier berries altogether.

With all virus free varieties we know of except Premier freedom from virus means extra vigor, extra size and extra productiveness of fruit, otherwise identically the same as that fom non-virus free plants. We have felt from the first that virus free Premier is a different variety from the old regular Premier which made so many records and was grown so widely in the north.

Virus free Premier plants make a more vigorous upright growth than regular Premier. Berries are similar in size and shape but the virus free fruit seems to be a little lighter in color and possibly not quite so firm. Because some of the larger growers have expressed a preference for regular Premier we still have some of them. However, our present stock is mostly grown from the extra vigorous virus free sources. Your Premier orders will be filled from this stock unless you specify on your order sheet that you prefer regular Premier.

Even though generally Premier does not rate as a fancy berry by modern standards, in the northern states it is a quantity producer of attractive berries, acceptable on most retail and wholesale markets.

For a SURE CROP plant PREMIER. We have nice plants in abundance. Price List page 32.

HOWARD 17

Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. When ordering use the name you like best. Price List page 32.

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plant makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have lots of good Dunlap plants. Price List page 32.

EARLIDAWN

Earliest of All

Ripens five days before

Blakemore and Premier

Earlidawn will make plants under good conditions

Earlidawn is a cross of Midland and Tennessee Shipper, recently released by the U.S.D.A. It has probably created more excitement than any other variety introduced in recent years. This is partly because it is so early, partly because many people were looking for a real early berry to replace Premier and mostly because plants were hard to get. Not only is it a rather sparse plant maker but the year 1957, which should have produced plants enough for all, was an extremely dry year which further reduced the available supply.

The outstanding characteristics of Earlidawn are its extreme earliness, the bright attractive color of the berries which continues bright on holding for some time, the firmness and shipping quality of the berries and the fact that they ripen a greater percentage of their crop in the first week of picking than any other variety on which records have been kept. In 1955 at Beltsville, Md., 58% of the large total crop of Earlidawn was harvested in the first week compared with 22% for Blakemore and 45% for Midland.

Earlidawn berries are good but somewhat tart in quality. They bid fair to become popular with processors. The first part of the crop is quite large but like many other heavy producers tend to run down in size. Thinning of the rows where needed plus irrigation will help maintain a satisfactory size.

Earlidawn is a heavy producer. Records of more than 8,000 quarts per acre in various tests are frequent. One large grower in Michigan who was helping test it before introduction reports over 10,000 quarts per acre for three successive years. In places where Earlidawn yield was not heavy it was generally because an insufficient number of plants had been produced. Earlidawn is a variety that definitely demands some of your best strawberry ground and good treatment. The experiences so far indicate that Earlidawn will reward the grower well for such treatment.

First selected in 1947 Earlidawn has behaved well, yielding heavy and very early crops of nice berries consistently. Outstanding performance of Earlidawn has been reported from tests in Missouri, Michigan, Maryland and Indiana; good reports from Ohio, Pennsylvania, New York and Massachusetts. We feel sure that wider trials will show a general adaptability for Earlidawn in most of the middle and northern states. As Premier fades in popularity and performance Earlidawn seems more likely than any other one variety to take the place of Premier. Compared with Premier the berries are equally as large on the average, brighter in color, firmer, equal in quality, much better shippers, probably much better for processing and from tests to date almost equally as hardy as the frost-proof Premier.

Strawberry growers from Virginia and Kentucky northward should not pass by Earlidawn without trying it. We have this year a good stock of plants but interest in Earlidawn has been very great so we recommend that you get your order in for this variety early. Price List page 32.

STELEMASTER

Stelemaster is a very fine early variety in addition to its ability to resist all three forms of the red stele disease. A few rows fruited by us in 1956 in a field with virus free Premier showed Stelemaster more vigorous and equally productive. The average size of Stelemaster berries was almost twice that of the Premier and our net return was more than double.

Stelemaster berries ripen about as early as Blakemore. The average size is fairly large. The berries are medium red in color with a glossy surface and are generally uniform and smooth. The flesh is light red, firm, juicy and with a slightly tart flavor. It is not considered especially desirable as a freezing berry.

MIDLAND

$1100.00!
from
6000 PLANTS SET!!
at
FIRST PICKING ONLY!!

Midland Berries—Beauties

Midland has everything a great berry needs—beauty, size, color, quality, productiveness, firmness and freezing excellence. If Midland made plants a little more freely and had a little more frost resistance we would call it one of the greatest berries of all time. Selection of good soil, plus good care, will nearly always make possible plenty of plants for a good fruiting row with the new extra vigorous virus free stocks now offered. Irrigation, if available, will help insure the excellent fruiting row and also if properly used will provide almost complete frost protection.

Midland berries are very early, ripening with Premier and Blakemore, only a day or two behind Earlidawn. The berries are quite firm and average large in size, probably as large as Catskill. They have a bright red color which extends clear through the berry. When first picked they are a bright red but darken somewhat on holding. This is some handicap on wholesale markets but for fruit stands, local trade, "pick your own" projects and home gardens Midland is IT. The berries are excellent in quality; many consider them the equal of Fairfax, not quite as sweet but with just as much appealing flavor. Their firmness and deep red color clear through the berry make it one of the best for freezing. Midland has been at the top or next to the top in more freezing tests than any variety we know.

Midland plants are large, healthy and very productive. Where a good fruiting row has been produced, their production is right up with Catskill, Sparkle and the other leaders.

We have substituted Midland for Premier in our Middle States Garden Collections because Midland is a better berry in every way except possibly its ability to resist severe frosts and in number of plants produced.

Midland is adapted to all the middle states and even quite far north if irrigation is present to help against late spring frosts. In Missouri it has consistently been one of the best berries from the standpoint of quality and yield. In Connecticut it has been superb. As mentioned on page 6, Mr. Thayer P. Jones of New Haven County, Conn. reported a sale of $1100.00 worth of Midland berries, from 6,000 plants set, at the first picking only. This was on a "pick your own" basis.

A lady from northern Illinois, who grows about one acre of strawberries, visited our office in September. She was enthusiastic about Midland. When we tried to persuade her to try some other variety also she replied, "I begrudge using even one square foot of my strawberry land for anything except Midland. In berry time my customers come and pick my entire crop. They love Midland berries and pay me a price which nets me more than $1,000.00 per acre.

Midland has also been very well received in New Jersey and other states. It is our opinion that when grown for any market except for shipment to big city wholesale markets Midland is one of the best, largest, most productive and most profitable of all early berries. Our one caution: Use good land and give them good care to be sure of a good fruiting row. We have more Midland plants than last year, but the demand is certain to be heavy and we advise early ordering. Price List page 32.

Stelemaster plants are very vigorous and productive. Stelemaster has not been widely tested, most of the early tests having been confined to Maryland and southern Delaware. However, it has been so good in those areas that it is largely responsible for putting back in the berry business a number of growers whose soils had become infested with red stele. The new Surecrop, a midseason variety, is the only other kind with triple red stele resistance. These two, Stelemaster and Surecrop, we look to see much more widely grown.

If you have red stele in your soil and still want to grow big crops of fancy berries it will pay you to remember Stelemaster and Surecrop—both triple threats to red stele and high scorers for your profit account. Price List page 32.

BLAKEMORE

The Great Southern Shipping Berry

For many years Blakemore has been the leading shipping berry throughout the southern and middle states. Even today, after much competition with other varieties in local areas, Blakemore is still more widely grown than any other variety. The plant is very vigorous, making a satisfactory row under almost all conditions. Generally the plants should be thinned some to keep from getting the bed too thick.

Blakemore is very productive, turning out a high yield per acre, particularly if some thinning of plants has been practiced. The berries are light in color, very attractive in appearance, holding the light color after several days. The berries are very firm and will remain in good condition from the time the berries are first ready to pick, either on the vines or on the route to market, for several days. The berries ripen evenly all over, making good picking rather easy. Many of the berries are large in size but in thick beds and dry seasons tend to run down quite badly unless irrigated.

For processors Blakemore is the Number 1 berry. In southern areas especially processors prefer Blakemore and in many instances will have no other variety.

In quality Blakemore berries are quite tart. When consumed as fresh fruit they must have sugar added to be real good.

In some areas of the south Dixieland is inching into Blakemore territory. In eastern North Carolina Albritton has almost taken over as their one best berry. On the other hand Blakemore is popular in many areas of the northern states. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. Generally it is not recommended farther north. In the territory mentioned anyone who wants berries that are easy to grow and sure to grow can do no better than choose Blakemore. Properly grown it has proved to be a great money maker for large numbers of growers. Virus free stock retains and emphasizes the outstanding vigor of this fine variety. Price List page 32.

FLORIDA 90 A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 is more productive and produces larger, juicier berries than Missionary. The berries are red all the way through. Florida 90 has already taken over half the strawberry acreage in Florida and this percentage is expected to increase. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. As with Missionary, all our Flordia 90 are grown from virus free plants. Both varieties are showing the tremendous vigor which has come to be associated with freedom from virus. Price List page 32.

MISSIONARY For many years Missionary has been the leading berry in Florida and popular in other southern states. In Florida it is now sharing honors with the new Florida 90. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Virus free stocks now used are emphasizing the good qualities of Missionary. Price List page 32.

DIXIELAND

Better than Blakemore in Many Ways.

Comparison with Blakemore is one of the best ways to describe Dixieland.

Plant Growth: Both varieties make a very fine plant growth, Dixieland frequently making fewer plants but larger, stronger ones than Blakemore.

Season: Both varieties ripen very early.

Productiveness: In most tests to date Dixieland has outyielded Blakemore.

Shipping: Both varieties are quite firm. If there is any difference Dixieland is slightly firmer than Blakemore for berries of equal size. Dixieland's parents, Midland x Tenn. Shipper, should produce a variety of unusual firmness—Dixieland has it.

Color: Both varieties are an attractive light red, Dixieland being very slightly darker than Blakemore. Both varieties retain their light color on holding.

Quality: The varieties are equally good in quality, both being somewhat tart.

Size: Dixieland berries are definitely larger than the Blakemore, and have sold well ahead of Blakemore on different markets.

Processor: Blakemore has long been a favorite processing berry, but we are fully convinced that once it becomes better known, Dixieland will be fully as good if not better for freezing and other processing uses.

Virus free: Our plants of both varieties are grown from virus free plants.

Adaptation: Both Blakemore and Dixieland are fancy shipping berries for the southern and middle states. Both are adapted to some areas of the northern states but generally Dixieland seems to be gaining favor in the north more than Blakemore. During the 1958 shipping season we visited the North Collins Fruit Market in western New York. On the day we were there, there were more different lots of Dixieland being offered than of any other variety and the average price paid was higher than any other variety. On the following day we visited the fruit area east of Rochester, N.Y., where we saw a beautiful crop of Dixieland just coming on, on the farm of Costich Bros. We believe in normal weather when Dixieland berries are first ready to pick a grower could wait two to three days and still lose very few berries. Where labor is short and weather is bad this ability to stand up is valuable in helping protect your profits. Price list page 32.

TENNESSEE SHIPPER

The Firmest Berries we have ever seen

Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. It is a very vigorous grower, making larger, stronger individual plants than Blakemore but usually not quite as many.

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. This is important in these days of labor shortage. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry season tend to run down in size, except on very springy land. As a southern shipping berry our virus free Tennessee Shipper plants will make a vigorous fruiting bed and produce berries that are really hard. Price List page 32.

KLONMORE High Quality Shipping Berry for the Deep South

Klonmore is a cross of Klondyke x Blakemore In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are better in quality than either of them. In fact Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic coast states and as far north as South Carolina. We have this year a very fine stock of virus free Klonmore plants. Price List page 32.

First

for

Fine Flavor

The

Garden Berry Deluxe

FAIRFAX

Size, beauty and quality make Fairfax an outstanding berry for roadside markets and other places where quality as well as appearance is appreciated. Wherever consumer can buy strawberries by variety name Fairfax is a favorite. Few can forget the taste treat which Fairfax provides. The berries average large in size, many of the first berries being fan shaped, with the later ones round and sometimes somewhat pointed. The berries are quite firm, being just as solid as Blakemore. When they first ripen Fairfax berries have a bright red color which darkens on holding, becoming almost purple before decay starts. Fairfax berries should be picked closely, especially in commercial fields. If picking is neglected the bright early berries mixed with the dark berries which have been ripe for several days present a somewhat mottled appearance, which is not favored on wholesale markets. In retail markets the dark red color of Fairfax has become associated with unequalled flavor. Consumers buy Fairfax and come back for more of these wonderful dark red berries.

Availability of Fairfax plants from virus free sources has caused a revival of interest in this fine variety, long noted as the best of all in quality. Fairfax has always had a beautiful, healthy foliage but before virus free stock became available it had been having some trouble in producing a good fruiting row. The foliage is beautiful and probably as popular as any variety in ornamental plantings where beauty of foliage as well as fruit is a factor. As stated above, the berries are just super-duper in quality. It is in fact the garden berry deluxe.

Fairfax is a moderately heavy producer, just under Premier, Catskill and Sparkle, but yields of 8,000 quarts per acre are not uncommon under good conditions.

Fairfax is well adapted from the latitude of Virginia north. Every garden or small planting in that area should include this delectable treat! FAIRFAX. Price List page 32.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Dorsett ranks about with Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things avoid frosty sites, don't over-fertilize the row making it too dense, and don't let the plants become too thick in the row.

For several years most stocks of Dorsett were weakened in plant growth by a virus disease. Certified virus free plants of Dorsett are not yet available but our present stock is either free from virus or highly resistant to it. For the past several years we have grown beautiful Dorset beds. At its best Dorsett is one of the most productive and profitable of all varieties. Those who can grow it at its best will find it hard to beat. Price List page 32.

For The North

EMPIRE

A Large Productive High Quality Berry

We have placed Empire in the midseason group this year because it really is more early midseason than medium early. Empire is a beautiful berry which has done well in most of the northern states, excellent reports having come from the northern tier of states from Illinois to Maine. The plant is a vigorous grower and under good growing conditions should be kept thinned for best results. The plants are very productive and often rate with Premier, Sparkle and Catskill in total yield. The berries are large, attractive, light in color and very high in quality. Empire should be grown for fancy market rather than processing, although some areas report Empire satisfactory as a freezing berry.

Empire was originated and introduced by Dr. George L. Slate at the Geneva, N. Y. Experiment Station.

Empire berries are just as firm as Premier but not as firm as Blakemore or Tennessee Beauty. When grown in the north it will ship satisfactorily moderate distances, but when grown as far south as Maryland it retains its full size, vigor, productiveness and beauty but frequently is a little too soft to ship successfully. The following statements show the typical grower reaction to Empire:

Windham Co., Conn., Apr. 14, 1958. "Received 400 Empire in 1956 and was amazed to sell 225 first class quarts and about 100 quarts for ourselves, considering the terrific drought we had. The picking lasted about ten days." Richard Richmond.

Yates Co., N. Y., Mar. 24, 1958. "Please ship the enclosed order for Empire strawberry plants at your earliest convenience. I have had such good results from Empire in the past that I prefer to plant this variety if possible." Frank E. Stamp.

We have this year the largest stock of the nicest Empire plants we have ever grown. All are from virus free sources, ready to demonstrate their exceptional vigor for your profit. Price List page 32.

ALBRITTON

The Carolina Beauty

Albritton is thoroughly in step with this age of specialists. It has almost run every other variety off the berry farms in eastern North Carolina, but has failed to take hold in any important way in other berry sections. Here in Maryland we have had some excellent crops of Albritton but generally speaking the yield is somewhat disappointing, although the berries are large and beautiful and nearly always top the market. In North Carolina it is about the most productive of all. The berries are large, beautiful, of good quality and firm enough to ship to New York and other northern markets. Nearly always they bring top price. It is medium-early in ripening and is one of the most beautiful of all berries in attractiveness and eye appeal.

We did not offer Albritton in 1957 and 1958 because we discovered a mixture in our stock. We were not able to find any unmixed plants of Albritton for sometime. Finally in 1958 we bought from North Carolina Station sources a supply of indexted virus free planting stock at a cost of $50.00 per thousand. These plants have made fair beds but still have not given us what plants we need of this variety. For this reason the quantity we sell to any one person must be somewhat limited. We believe it is the best stock you can get. Price List page 32.

SPARKLE

Plastered with Loads of Beautiful, Luscious Berries.

Following its origination and introduction by the New Jersey Station Sparkle quickly became one of the most widely grown late berries in the northern states. After a few years virus diseases, which reduced the vigor of so many varieties, began to work on Sparkle, resulting in a less vigorous plant growth than at first. For the last several years virus free plant stock of Sparkle has been available and growers have been enjoying wonderful crops of Sparkle berries. Sparkle has also been sold as Paymaster and under that name enjoys considerable prominence in the midwestern states.

The qualities which make Sparkle an outstanding berry may be detailed.

1. **Outstanding Vigor.** Under good conditions the present virus free stock of Sparkle make a tremendous growth with plenty of strong, vigorous plants. Some thinning of plants would usually help in getting bigger berries.

2. **Productiveness.** Sparkle ranks with Premier, Midland, Catskill and other high yielding kinds.

3. **Sparkle.** The name was taken from the fact that the berries actually do "sparkle". They have a rich crimson red color which makes them very beautiful. They darken somewhat on holding.

4. **Excellent Quality.** Sparkle berries are superb in quality, far better than Premier, Catskill, Robinson, Pocahontas and others with which it competes.

5. **Top-notch for Freezing.** Fine quality helps but the rich crimson red color, extending clear through the berry, helps to give Sparkle a top rating as a freezing berry. Where capping machines are used in processing Sparkle is handicapped somewhat because the small berries are rather hard to cap.

6. **Fresh Market Favorite.** Where Sparkle berries are grown well and picked closely they go into market with a shine and a finish which make them very attractive, resulting in top prices.

7. **Red Stele Resistance.** Sparkle is highly resistant to the most common strain of red stele which provides for the grower an element of safety not found in all our leading varieties.

8. **Sure Crops.** Sparkle blooms so heavily and so late that it is rarely affected by late frosts.

The high rating of Sparkle is well deserved. Price List page 32.

They sparkle like the stars they are

SURECROP

Ranks with Pocahontas as the most vigorous of all

See color picture inside front cover

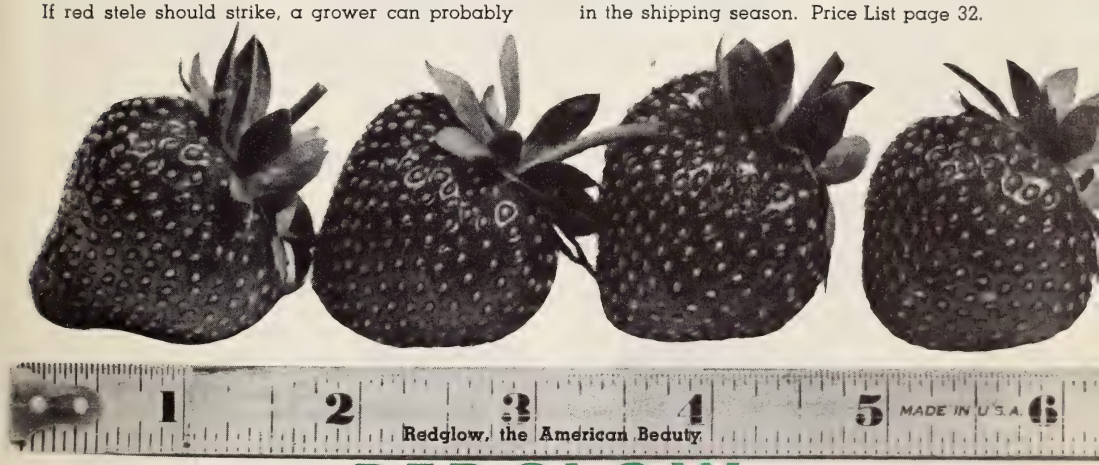
Surecrop, a cross of Fairland x Md. U. S. 1972, was released by Md. U.S.D.A. in 1956. Surecrop (midseason) and Stelemaster (early) are the only varieties we have that are resistant to three strains of red stele. Both Surecrop and Stelemaster are good enough to be grown as fancy berries apart from their red stele resistance.

On a trip through the northern states in June, 1958, we found Surecrop being tested in many state test plots, including Ohio, New York, Pennsylvania and Massachusetts. In every case Surecrop was among the leaders in size, beauty and productiveness. For that reason we feel that Surecrop has a wide adaptability through the middle and northern states.

In sections where red stele is either present or threatened every grower should try this variety. If red stele should strike, a grower can probably continue strawberry production with Surecrop with no let-up in yield, quality or profit. It is just good insurance to try it out.

Our plants of Surecrop for two years have shown even greater vigor than Pocahontas. It is the most robust grower in our fields. We fruited two acres of Surecrop in 1958. Our experience here tallied with that elsewhere. The crop was heavy, the berries were large, bright and attractive. They were firm enough to ship successfully and profitably. The flavor is somewhat tart and they have been rated as fairly good for freezing. A bright green cap adds to their beauty. (See color picture insert.)

For better handling we hope to have your order for Surecrop early. However, the supply of this variety is adequate and you will get what you want, whether the order is received early or late in the shipping season. Price List page 32.



REDGLOW

Redglow is a fine, new, early variety, released by the U.S.D.A. in 1956. It is a cross of Fairland x Tennessee Shipper. We watched this variety for several years in test plots before it was released for introduction. The berries were so beautiful that in studying the various selections in the test plots we found ourselves coming back to this row—Selection No. 4194. It was our opinion when it was introduced that it should be named "Miss America" or "American Beauty." However, the name Redglow suits it very well.

Redglow makes a large, strong plant, sufficient for a good fruiting row, but generally needs very little thinning. The berries average large in size. They are very firm and quite shiny and beautiful. They certainly will bring top prices on any market if handled properly. The quality is excellent.

Redglow is resistant to the most common strain of red stele, the same as Temple and Sparkle. Generally speaking Redglow is adapted to the middle states and is suggested for trial from Virginia to Pennsylvania and even farther north.

Redglow is not considered highly productive but it has been noted many times that when the yield records are added Redglow produces more quarts than had been anticipated. Test plots on Long Island in 1958 showed yields of 8410 quarts per acre from Redglow. Part of the secret of its higher than apparent production probably lies in the fact that every berry reaches a good marketable size.

Along with Earlidawn and Midland, Redglow is one of the early kinds which every grower in the middle states should try. Price List page 32.

JERSEYBELLE

For Highest Prices.

See Color Picture Inside Front Cover

A product of the New Jersey Station, Jerseybelle is one of the few varieties that gained a reputation on the markets as a seedling number. For several years it was known only as 7A but was so outstanding in quality and beauty on the New York market that it was quoted separately during berry season.

In these days when the emphasis in growing strawberries is on quality, beauty and size it may be that Jerseybelle will become widely popular. Although a few virus free plants have been found it will be at least three years before completely virus free stocks will be available in commercial quantities. The plant, however, makes a very vigorous growth with plenty of plants for a good fruiting bed when grown under good conditions. With rich soil, possibly irrigation, and good care Jerseybelle looks like a winner.

The plants are moderately productive; the berries average very large in size, have somewhat prominent light yellow seeds and a glossy skin which makes them very beautiful. (See picture inside front cover.)

From some early reports we got the impression that Jerseybelle was an exceptionally good keeping berry, but much evidence in 1957 and especially in 1958 has indicated that Jerseybelle, like most aristocrats, is somewhat temperamental. It does not keep too well when picked much ahead of shipping or when shipped long distances.

Jerseybelle is definitely not a berry for the poor grower on poor soils, but for the good grower on good soils it may prove to be a gold mine if they can be picked at just the right time and handled carefully and promptly.

Jerseybelle berries are fairly high in quality and have been satisfactory in freezing tests. Howevér, Jerseybelle is a high priced fresh market berry and should not be grown primarily for freezing. Growers who pride themselves on growing fancy fruit should by all means try Jerseybelle. Even though Jerseybelle is not considered a highly productive variety Long Island tests in 1958 showed a yield of 10,465 quarts per acre, higher than many other standard varieties in tests which included all the most popular kinds.

For good growers Jerseybelle may have a fairly wide adaptation. We have the figures from Long Island, New York. From Mr. Edw. Schaller of Macoupin, Illinois, we had this comment on June 28, 1958: "I had only one short row of Jerseybelle for trial but they were terrific. They were the largest berries I have ever seen, including Robinson."

We have some beautiful plant beds of this variety which you can depend on for a good growth. Price List page 32.

TEMPLE

Temple was the first of the good red stele resistant varieties. It was a life saver to berry growers in sections where the soil had become infested with red stele. Temple itself is not entirely immune to all strains of red stele but has sufficient resistance so that profitable crops of berries can be grown by many growers who had been completely knocked out by this disease.

In addition to resistance to red stele, Temple is a very fine variety because of the vigor and productiveness of the plants together with firmness, beauty, size and quality of the berries. Temple is not rated a good freezing berry but as a home garden or fresh market shipping berry it has been so good that it has become the leading berry in southern Delaware and the lower lying soils of eastern Maryland. Temple is primarily a berry for the lower middle states where it is very productive and profitable. Frequently, but not always, Temple fails to retain its productiveness when grown in the north. Where it is well adapted Temple ranks high among the midseason berries in addition to its value as a red stele resistant kind. Price List page 32.

MASSEY

Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. Massey is at its best in the coastal plain section of North Carolina where it is usually very productive. As far north as Maryland, Massey is still a very fine berry but does not generally retain the heavy productiveness that it has in North Carolina. When first introduced it was good enough to greatly exceed Blakemore in total acreage planted. Now Massey is being largely replaced by Albritton, although some growers use both varieties. Our Massey plants are grown from virus free stocks which return all the original vigor and vitality of the first Massey stock. Well worth trying. Price List page 32.

BIG JOE

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants, even though no completely virus free plants of Big Joe have yet been discovered. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Big Joe is a veteran variety which has many friends who continue to grow it. We again have a nice stock of beautiful plants Price List page 32.

Pocahontas

Amazing
New
Variety
for
VIGOR
YIELD
PROFIT.

BETTER PLANTS BRING BIGGER PROFITS

With
Freedom
from
Virus

Midland

Regains it's
place as one
of the BEST of
all FINE Strawberries

Premier

Frost Proof
Early

Premier — The old master — Still good — It no longer dominates! Earlidawn and Midland — Well grown are both far better.

Robinson — Large size and bright color have brought to growers many a dollar. That's why so many Robinson are grown.

Empire
"Sure-fire" for northern states
Fairfax
The Garden Berry Deluxe !
Supreme in Quality !

Superfection- Worlds Greatest Everbearer!

Dixieland Gaining rapidly in favor — Vigorous grower — High yields — Persistant light color — Firmness to qualify as GREAT for shipping or processing.

VERMILLION

Recently introduced by the University of Illinois where as a seedling it did well in commercial trials in Edgar County of that state. In addition to being a very productive commercial sort Vermillion showed a high degree of resistance to red stele. Plant growth of Vermilion is quite strong and upstanding. It makes an adequate number of big, strong plants rather than great numbers of small plants. Vermilion has not been grown widely enough to establish its worth generally but in the central states of Ohio, Indiana, Illinois and West Virginia, Vermilion has shown great productiveness, ranking almost with Premier and Catskill. The berries run medium to large in size, somewhat irregular in shape and they ripen fairly close to the ground, causing some tendency to green sides. Quality is fair to good with well developed berries. The fruit is about as firm as Premier, color about like Temple, getting fairly dark when full ripe. It ripens midseason to late and seems worth trying in commercial areas, particularly those areas where red stele is a problem. Price List page 32.

AMBROSIA

For Late Berries and High Prices

Ambrosia was our best very late berry until the new virus free stocks of Redstar became available. In fact it is still the only good variety that is anywhere near as late as Redstar.

Ambrosia makes a strong, vigorous growth, somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light colored berries, resembling Big Joe very much in size and appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Because of its late blooming season you always have berries to sell. Price List page 32.

ROBINSON

Kardinal King - Scarlet Beauty

Large Size and Bright Color have made for its Growers many a Dollar.

The increase in Robinson acreage in several northern states during the last few years has been phenomenal. The motivating force behind this trend is the dollar sign. The large size and bright color of Robinson have made it so profitable for so many growers that in some areas Robinson has supplanted most other varieties. Robinson has enthusiastic supporters as far south as Missouri and northern Virginia.

The plant growth of Robinson is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small, but they do bear big berries. Robinson did not lose as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson now is entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production. Another thing that has helped Robinson, we believe, is the fact that like Premier the foliage has been absolutely healthy. Even on weak plants we have never seen any foliage injury or disease. This healthy foliage has helped.

It is probably true that Robinson grown in the north or in high altitudes in the middle states is like Premier, better in quality than those grown farther south. The weakness of Robinson is that the berries are rather soft and generally considered not very high in quality, although there are many who do not agree with this and feel that Robinson quality is very good.

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

As a processor Robinson has not ranked high, but like Premier it is accepted and used widely in areas where large quantities of Robinson are produced.

The picture on the opposite page shows what Robinson looks like—large, light and attractive, with many of the larger berries being somewhat ridged.

Although we think of Michigan, Wisconsin, Ohio and Connecticut as the natural climate for Robinson, excellent results are obtained farther south. Note these two comments from Kentucky and West Virginia: Ky.: "I have been growing strawberries for several years for market. I am raising two varieties, Tenn. Beauty and Robinson. Robinson ripens about a week before Tenn. Beauty. Both varieties do exceptionally well with me." Frank T. McFarland, Fayette Co. Ky.

W. Va.: "I have tried several other varieties but find Premier and Robinson do the best with me. Robinson especially a favorite with my customers—always asking for more—fancy looking and good quality."

We have a really beautiful lot of virus free Robinson plants available this year. Price List page 32.

CATSKILL

King of the Midseason Kinds.

CATSKILL is not only King of the Midseason Kinds but in our sales is King of All Kinds. It equals the total of Sparkle and Tennessee Beauty which are the next two on our list, and is two and one-half times Premier, which was the leader for many years. We have more enthusiastic letters from growers about Catskill than any other variety. Growers who remember the days when ten to fifteen thousand quarts of Catskill per acre were not unusual can logically hope to repeat those results under the same conditions with today's virus free Catskill plants. Virus diseases hit Catskill probably harder than any other leading variety but Catskill is back with all its old-time vigor and productiveness.

Reasons for Catskill Leadership.

Plant Growth: Virus free Catskill plants make a very strong, vigorous, healthy plant growth. Our Catskill plants again this year are very beautiful, equalled in vigor only by a few varieties such as Surecrop and Pocahontas.

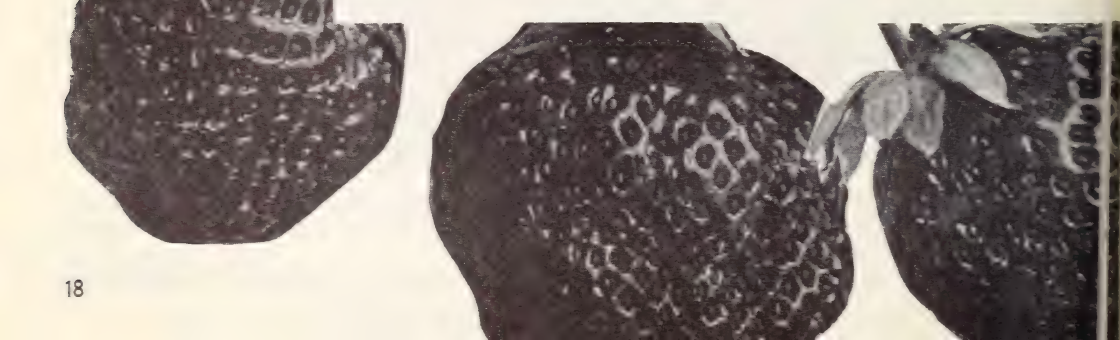
Productiveness: You just can't beat Catskill for total quantity of berries produced. They are nice berries too with more larger berries than any other equally productive variety.

Berries: Catskill berries have large size, moderate firmness, good quality and very attractive appearance that will hold their own in any parade of fancy berries.

Use: Catskill berries are fine for the fresh market and very acceptable for freezing. They cap easily, very important where capping machines are in use.

Adaptation: Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and Kentucky, westward beyond the Mississippi River.

Special Features: Catskill berries carry a higher than average percentage of vitamin C; also for some reason Catskill berries will stand wet weather at picking time much better than other varieties which are really firmer. We don't know why, but it is true.



Frost Resistance: Catskill is 17 years younger than Premier, so its record of frost resistance is not as long. However, Catskill performance in producing successive big crops has really been amazing. If there is any "must" berry for growers in the northern and upper middle states Catskill is it.

Our supply of fine Catskill plants is large, but the demand is the heaviest of any variety we grow. Our supply may last through the season but we advise placing your Catskill orders early. Price List page 32.

CATSKILL COMMENTS

Catskill are Best!

Kennebec Co. Maine, May 20, 1958. "I received the plants May 19 and they were o.k. and thank you. We have had plants many times in the last 40 years and they have always proved wonderful. The Catskill are the best we ever had." Percy Robinson.

A Catskill Booster.

Norfolk Co. Mass., July 29, 1958. "I have bought your plants for the past five years, having tried seven different varieties but Catskill grows best for me, gives me more large, beautiful, well flavored berries and are my best sellers. I will be ordering about 500 more Catskill next spring. Never have I lost a plant in the past. Thanking you for past favors, I remain a Catskill Booster." W. W. Crane.

Terrific Yield

Sussex Co. New Jersey. July 11, 1958. "We have just harvested the most remarkable crop of strawberries we have had in years. From 5,000 Catskill and 1,500 Pocahontas plants we bought from you in the spring of 1957 we have picked to date, and are still picking, over 10,000 quarts of berries. We used irrigation in May for frost protection six times." Alex D. Everitt.

You Ought to See Them!

Summit Co. Ohio. July 28, 1958. "You ought to see our Catskill strawberry patch today! Beautiful, large healthy plants. Never have I had a better stand. If the weather is favorable next year, and they fulfill the promise they show now, I should indeed have a huge crop of berries. To anyone who wishes plants I say, 'Send to Allen's!'" Mrs. C. L. Manley.

300 Catskill Plants—500 Quarts Beautiful Berries

Washington Co. R. I., Mar. 5, 1958. "I think the Catskill strawberry plants still make the best fruiting rows of any plants. I picked 500 quarts from 300 plants I ordered from you. The most beautiful strawberry bed I have ever had." Mrs. R. Browning.

Bumper Crop of Beautiful Berries

Cambria Co. Pa., Sept. 27, 1958. "In the spring of 1957 I set out 200 Catskill and 100 Tenn. Beauty and had what I call a bumper crop return. I picked 454 quarts or boxes of large, sweet and beautiful berries, a crop that I don't think has ever been equalled around here. I should say from the 454 quarts there were 435 saleable boxes. In this experince I think the Catskill were the nicer of the two. People raved about them." Roy A. Rager.

ERIE *Another heavy yielder from New York State.*

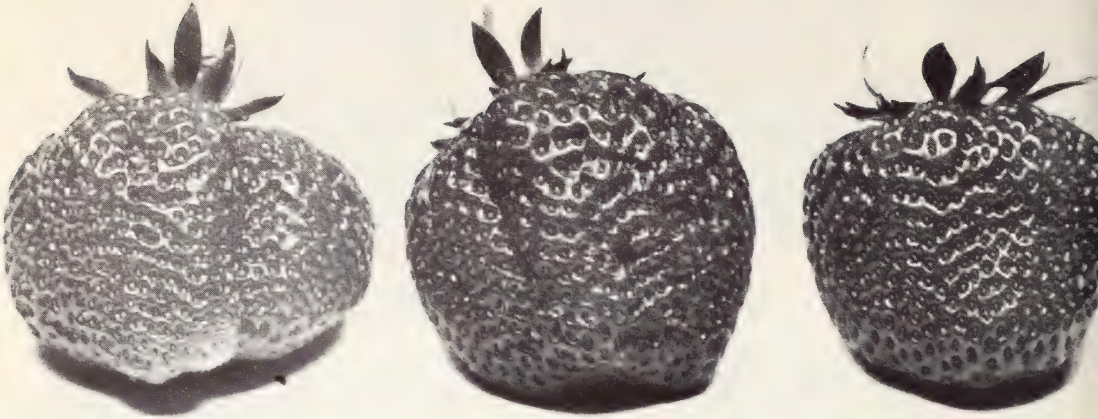
Erie, Empire and Catskill, in our opinion, make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, about with Sparkle. Under proper conditions Erie will give you as many quarts per acre as any variety you can grow. Price List page 32.

ARMORE

Armore is one of the extra good late varieties which should be tried in all areas except extreme north and extreme south. The vigor of Armore plant growth and its great productiveness as well as the large average size of berries merit much wider planting than it has had up to now. In Missouri, Illinois, Indiana, Ohio and Kentucky, as well as in the states farther east, Armore has produced some amazing crops. It is rated high as a freezing berry, also for the fresh market.

The berries are light in color, darkening somewhat on holding. Quality is good and they are firm enough to ship moderate distances, firmer than Premier and Sparkle, not as firm as Blakemore and Tennessee Beauty. The first Armore berries are large, irregular, wedge-shaped; the later ones usually round-conic.

Armore produces plenty of runners for a good fruiting bed. For the territory mentioned we don't see how you could go wrong with Armore as a large, productive, late kind. Price List page 32.



POCAHONTAS

A Powerhouse for Growth and Production

See picture on center page.

Pocahontas is another of those varieties that have made good in a hurry. Pocahontas was tested for several years by Dr. M. M. Parker of the Norfolk Truck Experiment Station, Norfolk, Virginia. In the last few years Pocahontas' performance has caused it to become highly popular and profitable in many other areas, notably Maryland, Kentucky, Ohio, Kansas and Pennsylvania. Our best yield in 1955 was from Pocahontas. In the Kansas Station Pocahontas yielded 13,788 quarts per acre, with Dixieland second. Pocahontas led all others by a wide margin. In Kentucky in 1955 official tests showed Pocahontas 520.9 crates per acre, second only to Tennessee Beauty. Tests in later years have found Pocahontas maintaining its position among the leaders as a high yielding variety. Pocahontas originated from a cross of Tennessee Shipper and Midland. From both it gets unusual firmness; from Tennessee Shipper it gets a light attractive color—from Midland great productiveness.

The possibility of setting Pocahontas in the fall and getting a fairly good crop of berries the following spring has been demonstrated many times by Dr. Parker. It takes lots of plants and lots of work to follow that system and good plants are hard to get in October and early November. However, later use of the double row rather than the triple row system has reduced the number of plants required. Berries produced under such a system are usually of very fine quality. To help off-set the extra cost of many more plants is the fact that the berries do come much more quickly after planting, and thus saves lots of cultivation, hoeing and other expenses.

Pocahontas berries average large in size, light in color, fairly tart in flavor and firm enough to be a good shipper. Their light color makes them most attractive in the package. It has been favorably accepted as a processing berry. A panel of experts rated Pocahontas best as a freezing berry at Wooster, Ohio, in 1956. We understand that Pocahontas has had good acceptance as a freezing berry under actual commercial conditions in Kentucky, New York and other places.

From experience to date Pocahontas territory seems to be from the middle south to the middle north and as far west as the Mississippi Valley. There are indications that it may be successful even farther north, covering much of the Premier territory, as fine reports came in this year from both Michigan and New York.

For high production of attractive berries good for fresh market or freezing Pocahontas certainly should be tried. It may give some of the older varieties more competition than they can take. Price List page 32.

TENNESSEE BEAUTY

The Money Maker for the Middle States

Tennessee Beauty was originated and introduced by the Tennessee Station. From the very first it proved to be one of the most profitable and productive of all varieties in Tennessee, Kentucky, Maryland, Virginia and other lower middle states. Having a southern name tests farther north were not as prompt as they might have been. In recent years there have been reports of outstanding results from Tennessee Beauty in parts of New York, Ohio, Michigan, Minnesota, Missouri, West Virginia, Connecticut, New Jersey and Pennsylvania. One large and successful grower, near the great Benton Harbor fruit section, told us last year that Tennessee Beauty was his outstanding berry and the best yielder he had. He stated further that chain store buyers on the Benton Harbor market would pay more for Tennessee Beauty than for any other variety of its season. Certainly in this area if we were limited to one late variety for shipping and profit it would have to be Tennessee Beauty. In Kentucky and Tennessee outstanding yields of Tennessee Beauty are the rule. Year after year most of their record yields are made with this variety, although Pocahontas is coming into the picture in some sections.

All of our Tennessee Beauty plants are from virus free sources from which you can confidently expect full fruiting rows of heavy production. The berries are the most beautiful of all with a large light green cap adding to their beauty. (See color picture.) The berries average medium to large in size where adequate moisture is available—smaller under dry conditions and very thick beds. Tennessee Beauty berries are excellent for shipping, firm enough so that if bad weather or shortage of help delays picking a day or two there need be very little loss of fruit. Tennessee Beauties are among the best for freezing and processing. The berries are very easy to cap, in fact when handled as fresh berries only there is some criticism of the fact they they cap too easily. The berries are excellent in quality—not quite as good as Fairfax but better than Premier, Catskill and Robinson.

This year we have a fine supply of beautiful well-rooted Tennesse Beauty plants. Although we like to book your orders early to help give better service we expect to have enough Tennessee Beauty to take care of everyone whether ordered early or late. Price List page 32.

TENNESSEE BEAUTY TALK

Outranked Premier all the Way

Conn. (Litchfield Co.) "We have been planting your strawberries for a matter of 25 years and expect to continue. Four years ago we planted Tenn. Beauty alongside the Premier. The latter, here in northwestern Connecticut hill country, is always good. Tenn. Beauty came on about five days after Premier, held on ten days after Premier was done.

Tenn. Beauty outranked Premier all the way—heavier yield." O. H. Ockels.

Best Quality and Highest Yielder

Illinois (Macoupin Co.) "In 1957 I planted ten varieties of strawberries. For quality and highest yield it was a toss-up between Tenn. Beauty and Sparkle. Tenn. Beauty quality is good in spite of its heavy yield. This year we picked and sold 830 quarts at 40c, besides having all we wanted to eat. "Edw. Schaller

25 Plants—40 Quarts

New York (Chautauqua Co.) This Tenn. Beauty is a fine berry. From 25 plants we picked nearly 40 quarts in 1956." J. W. Hage

Better Luck with Tennessee Beauty

South Carolina (Aiken Co.) "I've had better luck with your Tenn. Beauty than any other type of berry." Hubert Leopard.

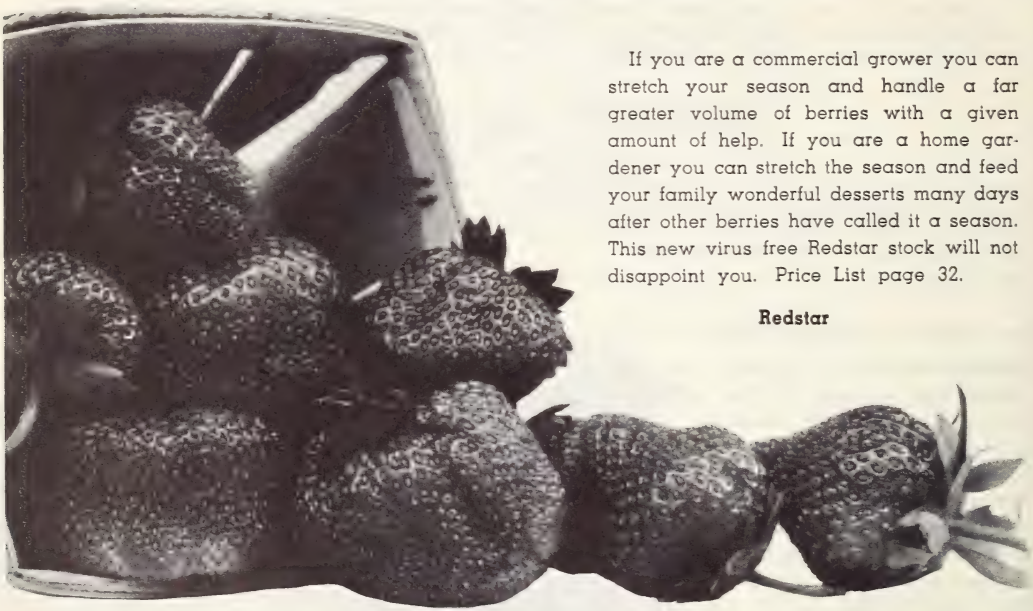
REDSTAR *The Best Very Late and the Latest Very Good Strawberry*

With Redstar you can have fancy berries to use or sell ten days after other berries are gone. This fact is the most valuable single attribute of Redstar—to extend the season for fancy fruit. Almost equally important is the fact that you are sure to get a crop. Redstar blooms so late that it is never killed by late frost.

The first berries are very large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from naturally moist soil or irrigation.

Until 1956 no virus free Redstar plants were available. Stocks had become so weakened that it was almost impossible to get a good fruiting row. Virus free plants are now available and it is easy to get a wonderful fruiting row with big, healthy, beautiful foliage.

Redstar has had another weakness—fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and twist, making them very undesirable. Our new virus free stocks show far less of this than the old strains, although there is still more than we like to see.



If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardener you can stretch the season and feed your family wonderful desserts many days after other berries have called it a season. This new virus free Redstar stock will not disappoint you. Price List page 32.

Redstar

RED RICH

Red Rich produces the largest plant of all the everbearers. The foliage is most beautiful. Red Rich makes far less plants than Superfection, even under the best of conditions. As a spring cropper we have not found Red Rich of much value. The berries are good, in fact supreme in quality, but the plants are not highly productive and the berries, while they resemble Fairfax, in general are duller, rougher and not at all attractive.

Some reports rate Red Rich as outstanding among all the everbearers in all-around value. Our experience puts it well ahead of all others in delicious dessert quality, but we have not found it to be as productive as Superfection and good strains of Gem. Our stock comes direct from the introducer. Price List page 32.

Virus Free Superfection for your orders this spring. Do they grow? Yes!

SUPERFECTION

World's Finest Everbearer

Easier to grow, more productive of summer and fall berries and more attractive in appearance than other everbearing varieties. This has been our experience with Superfection year after year. In quality is is surpassed only by Red Rich. Performance alone enables Superfection to hold its place as the best of all the everbearing kinds.

Scoffed at as of little value by commercial growers for many years, the new sawdust mulch spaced plant system of growing, and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop. (See letter below.)

Superfection berries are light in color and quite attractive in appearance. They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

All our plants of Superfection are grown from virus free stocks. The virus free strains generally make a very fine growth so that we have a good stock to offer. If you are interested in the satisfaction and novelty of having fresh berries out of season in your home garden Superfection is your best bet. If you will use the sawdust spaced plant system of growing everbearers, similar to the one described on page 30, your chances of good results with Superfection or any other everbearer are greatly increased. Price List page 32.

Successful

Marshall Co., Kentucky, Feb. 17, 1958. "Last spring we decided to try a few everbearing strawberries for the first time. We got 5,000 Superfection plants from you and 3,000 from a very reputable western nursery with whom we have traded for years. You will be happy to hear our everbearing crop was highly successful, even with lots of fruit lost from heavy rains in July and August. You will be even happier to hear the Allen plants proved far superior to those from the other nursery, planted in the same field. Their plants were strong, healthy appearing and arrived in good shape but throughout the season Allen's plants were healthier, better producers. I thought it was only fair to tell you how well satisfied we were since we would certainly have told you if we had been dissatisfid. I used the spaced plant sawdust mulch system." Herbert K. Newton.

GEM Superfection is also sold as Gem, which was the original name. Also the plants which we bought as Brilliant from two sources proved to be identical with Gem and Superfection. With virus free plants to eliminate differences in vigor of individual stocks you will find Gem and Superfection identical. Order them by either name and you will have the best of the everbearers. Price List page 32.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1959 will bear their best crop in May or June 1960. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort, even if good plants were available, which they usually are not.

Setting the plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far South. Recent work with the Pocahontas variety in the Norfolk, Va. area may provide another exception. (See page 15.)

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is avilable or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when ap-

plied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons. If used, apply poultry manure to field or garden in the Fall for spring planting.

For small areas a good quide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed, seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT. With dormant plants available plants can be set safely at least two weeks later than with freshly dug stock.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZER BE USED? On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has benn applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosporus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves, if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosporous is O. K. Potash is not usually a limiting factor. However, we sometimes use a fertilizer with 2 to 3% of potash just as insurance.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in the late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory, if organic matter content of the soil is fairly high.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine.

Sometimes plants must be kept a while because the ground it not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 28 to 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 28 to 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments as well as much practical experience have shown clearly that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dribble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30.

There are many variations of the hill system. One of the most practical looking is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms** at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the **training of new runners** is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 (SES) is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed

seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslins or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water, some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

Evidence piles up that irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F.

INSECTS AND DISEASES. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely ignored on infected soil by using resistant varieties. Stelemaster and Surecrop have triple red stele resistance. Sparkle, Temple, Fairland, Redglow and Vermilion have high resistance to the most common form of red stele. If you use these kinds red stele need not make much of a dent in your berry profits.

Captan sprays or dusts are proving helpful in reducing fruit rot which can be serious any year, especially bad in wet seasons. Captan can be mixed with applications to control Clipper. Captan dusts are now a standard practice with us. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture.

Some results in 1957 indicate that under certain conditions early Captan sprays fully protected berry beds from the worst known infestation of leaf spot and leaf scorch which practically destroyed the berry crops on other fields in the area. If other insects or diseases become serious consult your County Agent.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) spike tooth harrow very effectively. Train new runners to any vacant places. Mostly the second crop of berries is bourne on the same plants that produced the first crop.

ODDS AND ENDS

1. To control spittle bugs and tarnish plant bugs which cause malformed berries (nubbins) spray thoroughly one time with 50% D.D.T. 2 lbs. per 100 gallons of water as late as possible before plants bloom in spring.
2. How much virus free plants outyield ordinary stock depends on the vigor of the non-virus free plants. At the Ohio Station 68% average increase was obtained on virus free Catskill, Sparkle and Premier. In New Hampshire 83% increase on the same three varieties. In Massachusetts 35% on four leading varieties, and in Nova Scotia on four varieties 310% increase, the amazing increase probably due greatly to lack of plant growth of the ordinary stock.
3. A new spray MH-30 (5 pints in 50 gals. of water per acre) has been used to reduce runner formation and prevent crowded rows. In tests one spray was applied in early July, two others in August. A well spaced row of plants resulted. Suggested for trial only with varieties that form too many runners.
4. When sawdust is used as a mulch, the soil will need extra nitrogen. Seven or eight pounds of ammonium sulphate per 100 lbs. of sawdust has been suggested. The Colorado Station states "Sawdust is a good mulch, conserving moisture, suppressing weeds and improving heavy soil with no significant effect on the pH of the soil."
5. Chlorodane will pay. About 10 lbs. per acre of actual chlorodane broadcast with fertilizer (25 lbs. 40% material). Many of the things necessary for growing top notch planting stock (page 3) a berry grower cannot afford to do—the use of chlorodane is one of the things he can and should do. It's **fairly** cheap—it's **very** good.
6. There are indications that sprayed applications of growth regulating materials will increase the size of berries and total yield. We doubt if these are yet ready for general use, although there are reports of bigger berries, a prolonged harvest season and increased total yields under certain conditions.
7. A "runner cutter" has been developed at Cornell for use especially where hill or hedge row system is used.
8. Dr. Melvin Kolbe of the North Carolina Station at Raleigh, N. C., has developed a "blossom cutter" which seems practical to make it easier to perform the very important job of removing blossoms from newly set plants.

FAMILY GARDEN COLLECTIONS

Plants of all varieties offered in these Collections are from the remarkable new VIRUS FREE stocks.

(EXCEPT JERSEYBELLE)

Bargains In Gardens - You get the Best and they cost you Less

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. Postal charges are included in these prices.

POSTPAID—Order all Collections by name, Collection A, Collection B, etc. Collections postpaid anywhere in the U.S.A. at prices quoted.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except extreme northern and extreme southern areas.

MIDLAND—with virus free plants it rates as great.

FAIRFAX—finest quality; the garden berry deluxe!

CATSKILL—big crops of big berries; good for freezing.

TENNESSEE BEAUTY—wonderful new late berry; excellent for freezing.

Collection A— 100 plants, 25 each of the 4 kinds ..... $ 4.70 (postpaid)

Collection B— 200 plants, 50 each of the 4 kinds ..... 7.50 (postpaid)

Collection C— 400 plants, 100 each of the 4 kinds ..... 13.10 (postpaid)

Collection D—1000 plants, 250 each of the 4 kinds ..... 23.80 (postpaid)

— You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully.

First Experience: Westmoreland Co., Pa. March 19, 1958. "We were more than pleased with the 1,000 Tenn. Beauty plants purchased from you in 1956. They produced more than 1,000 quarts, despite the very late frosts which killed many early blossoms. Thanks to W. F. Allen Co. we were really proud of our first experience with strawberries.

ANTHONY GARCAR.

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—frost proof, sure crop every year.

EMPIRE—gaining in favor because of the flavor.

CATSKILL—big crops of big berries; good for freezing.

SPARKLE—shine like gems; fine quality fresh or frozen.

Collection E—	100 plants,	25 each of the 4 kinds	$ 4.55 (postpaid)
Collection F—	200 plants,	50 each of the 4 kinds	7.30 (postpaid)
Collection G—	400 plants,	100 each of the 4 kinds	12.80 (postpaid)
Collection H—	1000 plants,	250 each of the 4 kinds	23.15 (postpaid)

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

EARLIDAWN—earliest of all.

JERSEYBELLE—high market prices as New Jersey 7A

REDGLOW—outstanding beauty.

SURECROP—midseason, red stele resistant.

Collection K—	100 plants,	25 each of the 4 kinds	$ 5.30 (postpaid)
Collection L—	200 plants,	50 each of the 4 kinds	8.40 (postpaid)
Collection M—	400 plants,	100 each of the 4 kinds	14.65 (postpaid)
Collection N—	1000 plants,	250 each of the 4 kinds	26.60 (postpaid)

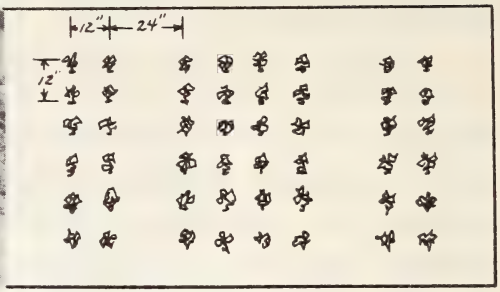
EVERBEARING

FOR BERRIES THIS YEAR

We are not offering any everbearing collections this year. Superfection stands so far above all the others that we feel you should spend your entire efforts on this variety if you are interested in everbearers at all. New methods of culture will help you produce more delicious out of season berries, more pleasure, more profit from them.

THE SAWDUST MULCH SPACED PLANT SYSTEM

The Growing Plants



The Plan

FOR BEST RESULTS WITH EVERBEARERS

USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station reported 7,000 quarts per acre the first year with Superfection grown under this system. Iowa Station reported yields even larger than Ohio. In Kentucky the Experiment Station reported, with irrigation, 14,000 quarts per acre the first year with Superfection and Gem.

During the last few years many growers in many states have verified the outstanding results obtainable by the sawdust mulch spaced plant system in growing everbearers, first reported a few years ago by the Ohio Station.

A brief summary of the Ohio Station report is given below.

The Ohio Station report states that the latest development in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared —late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.

This Ohio system and variations of it have been used in recent years in many other states to enable growers to get far more satisfaction from Everbearers then they did before.

VIRUS FREE—REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 32.

Time of Shipment. We ship plants from November 1st to June 1st. See paragraph on page 25, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgement of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $2.01 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as an excess will be returned to you. C.O.D. shipments require from 40c to $1.00 additional postage for that service and often delay delivery. **COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.**

WEIGHT OF PLANTS

25 plants 1 lb.	500 plants 20 lbs.
100 plants 4 lbs.	1000 plants 40 lbs.

BERRIES THIS YEAR?

Freedom from virus has added so much to the vitality and growth of strawberry plants that we are moved to suggest something that we have always fought against. If you do not have other strawberry plants to furnish you berries for the table this year, why not leave a cluster or two of blossoms on the strongest of your new plants? This will give you some berries to use this season as well as show you what some of the newer varieties look and taste like. By setting the plants a little closer you should be able to have these berries and still produce a good fruiting bed for the following season if growing conditions are favorable. Do not try this extensively unless you have very good springy soil or some kind of irrigation available.

We know of nothing more deadly in your strawberry plantings than to leave all the blossoms and berries on newly set plants. Do not let the above suggestion lead you into leaving too many berries on the strong plants or to neglect the important blossom cutting job after planting.

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchaser's risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insect, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	23 cents	4 cents
3rd	23 cents	5 cents
4th	24 cents	7 cents
5th	26 cents	9 cents
6th	28 cents	12 cents
7th	30 cents	15 cents
8th	32 cents	18 cents

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING — 1959

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
★ ALBRITTON	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	.....
★ BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
★ DIXIELAND	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
DORSETT	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	87.50
★ EARLIDAWN	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	90.00
★ FAIRFAX	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ FLORIDA 90	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ HOWARD 17	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ KLONMORE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ MIDLAND	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	90.00
★ MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ PREMIER	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ REDGLOW	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ SEN. DUNLAP	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
★ STELEMASTER	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	90.00
★ TENN. SHIPPER	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
Midseason Varieties									
BIG JOE	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	87.50
★ CATSKILL	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ EMPIRE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ POCAHONTAS	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ SURECROP	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
TEMPLE	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	87.50
Late Varieties									
★ ARMORE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
JERSEYBELLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ KARDINAL KING	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ MASSEY	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
★ ROBINSON	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ SPARKLE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ TENN. BEAUTY	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ VERMILLION	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Very Late Varieties									
AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
★ REDSTAR	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	90.00
Everbearing Varieties									
★ GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	140.00
RED RICH	5.00	8.50	15.00	27.50	39.00	.....	.....	.....	.....
★ SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	140.00

★ Our plants of these varieties are grown from virus free stocks
Premier and Howard 17 available in regular and virus free stocks

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.
On quantities of more than 5,000 plants of one variety, write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

PLANTS LIKE THESE — THEY PAY —

GROW BEDS LIKE THESE — THEY PAY.

PRETTY
PRODUCTIVE
PROCESSOR
PROFIT

Tennessee Beauty

A
MONEY
MAKER
for the
UPPER
SOUTH
and
LOWER
NORTH.

W.F. ALLEN Company

SALISBURY · MARYLAND

Sparkle

for
QUALITY
and
YIELD.

IT'S A
JEWEL!